

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**(CATEGORY 1 & 2)**

**(SEMESTERS 3 & 4)**

**MTM (Second Year)  
Assignments Booklet  
2016  
(January Academic Cycles)**

**MTM - 9 TO 15**



**School of Tourism and Hospitality Services Sectoral Management  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi – 110 068**

# MTM ASSIGNMENTS

Dear Student,

You will have to do **One** assignment in each of the courses, i.e., MTM-19 to 15 All these are Tutor Marked Assignments (TMAs).

Before attempting the assignments please read the instructions provided in the MTM Programme Guide.

**Note:** All Assignments must be **submitted in time** in order to appear in the Term-end examination and they should be **sent to the Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code on the first page of the assignment.

**You must obtain a receipt from the study centre for the assignments submitted and retain it. If possible, keep a photocopy of the assignments with you.**

**After evaluation, the assignments have to be returned to you by the study centre. Please insist for this and keep them as a record with you.** The Study Centre has to send the marks to Student Evaluation Division (SED) at IGNOU, New Delhi.

## GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question in about 500 words or as mentioned in the assignment. You will find it useful to keep the following points in mind:

- 1) **Planning:** Read the assignment questions carefully. Go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- 2) **Organisation:** Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.

Make sure that your answer:

- a) is logical and coherent;
  - b) has clear connections between sentences and paragraphs; and
  - c) is written correctly giving adequate consideration to your expression, style and presentation.
- 3) **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasise.

Wishing you all the best

**Programme Coordinator,  
(MTM)**

## **DATE OF SUBMISSION OF ASSIGNMENTS**

**Reminder:** All Assignment must be sent to the **Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code in the first page of the assignment.

<b>Semester &amp; Courses (2<sup>nd</sup> Year)</b>	
<b>Semester III</b>	<b>Semester IV</b>
MTM 09	MTM 12
MTM 10	MTM 13
MTM 11	MTM 14
<b>MTM 16 (Dissertation)</b>	MTM 15

### **Date of Submission of Assignments**

<b>For June Term End Examination</b>
31 <sup>st</sup> March

# MTM-9: UNDERSTANDING TOURISM MARKETS

(Tutor Marked Assignment)

Course Code: MTM-9

Programme: MTM

Total Marks: 100

Assignment Code: MTM-9/TMA/2016

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. Why is Market Research important for understanding Tourism Markets? Explain the Survey methodology of Market Research. 20
2. Discuss the importance of information for a tourist service provider. 20
3. Why do we need to segment Tourist market? Elaborate the various factors for segmenting tourism markets. 20
4. Enumerate the basic difference between Market-led and Alternative tourism products and their respective marketing styles. 20
5. Discuss the factors responsible for the rapid growth and development of tourism in the East Pacific regions? 20
6. Evaluate India as a Tourism destination in terms of its potentials and shortcomings. 20
7. As an Inbound Tour Operator, how would you tap the vast NRI market? 20
8. Why is Tourism regarded as a hard business activity to operate? Substantiate your answers giving appropriate examples. 20
9. Give a comparative account of the status of Domestic, Inbound and Outbound Tourism in the Indian context. 20
10. What motivates Japanese travelers to travel abroad? What is their impression of India as a destination? 20

**MTM-10: TOURISM IMPACTS**  
**(Tutor Marked Assignment)**

**Course Code: MTM-10**

**Programme: MTM**

**Total Mark: 100**

**Assignment Code: MTM-10/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. Discuss “Rio Declaration on Environment and Development”. 20
2. What do you mean by GATT? Why tourism and travel related services have been incorporated in GATS? 20
3. List the major types of economic analysis that are carried out for understanding the economic understanding of tourism. 20
4. How concept of carrying capacity is related with sustainable tourism development? Give suitable examples. 20
5. Critically analyze the role of souvenirs in travel and tourism field. 20
6. Write an essay an “Issues associated with Guest-host Interaction”. 20
7. Discuss “WTO statement on the prevention of organized Sex Tourism”. 20
8. Write short notes on: 10X2=20
  - (a) Natural and contrived culture
  - (b) Evolution of wildlife policy
9. Suggest some remedial measures to offset the tourism impacts on islands and beaches. 20
10. Write short notes on: 10X2=20
  - (a) Hill stations of India.
  - (b) Political use of tourism.

**MTM-11: TOURISM PLANNING AND DEVELOPMENT  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: MTM-11**  
**Total Mark: 100**

**Programme: MTM**  
**Assignment Code: MTM-11/TMA/16**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. Define tourism planning. Discuss the various steps in planning process. 20
2. What are the social-cultural considerations involved in tourism planning? 20
3. How does planning help in the ecological development of a tourist destination? 20
4. What is national level planning? Explain the role of NTOs in tourism planning. 20
5. Discuss the process of plan implementation and its monitoring. 20
6. Discuss the role of government in tourism planning. 20
7. Discuss the various levels and types of tourism planning. 20
8. Explain the role of WTO in the international tourism industry. 20
9. How are tourism regions established? Discuss the linkages between regional and national level tourism planning. 20
10. Why is a national plan required for tourism? What aspects should be covered in national tourism plan? 20

**MTM-12: TOURISM PRODUCTS: DESIGN AND DEVELOPMENT**  
**(TUTOR MARKED ASSIGNMENT)**

**Course Code: MTM-12**

**Total Marks: 100**

**Assignment Code: MTM-12/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. What do you understand by Tourism product? What are the developmental issues to be considered while designing a tourism product? 20
2. Define Ethnic Tourism. Explain the features of Ethnic Tourism with the help of suitable examples. 20
3. Explain the principles of Destination Development with examples. 20
4. Highlight the significance of Beach & Island as a tourism product. State the factors to be considered while developing such products 20
5. Write short notes on the following: 4x 5 = 20
  - a) Cruise Tourism
  - b) Rural Tourism
  - c) Special Interest Tourism
  - d) Religious Tourism
6. Define Eco Tourism and Wildlife Tourism Product. Discuss the scope of Eco Tourism and Wildlife Tourism in India. 20
7. How can one develop Adventure tourism Product? How can one position an Adventure Tourism Product? Explain with suitable examples. 20
8. 'All the festivals of India are potential Cultural Tourism Products'. Examine the statement with the help of suitable examples. 20
9. Define Resorts. Discuss the growth trend of Indian Resort market outlining the problems and challenges faced by the Resort sector in India. 20
10. Write short notes on any two of the following: 2 x 10 = 20
  - i. Service Mix
  - ii. Sustainable Tourism Practices
  - iii. Types of Events

**MTM-13: TOURISM OPERATIONS  
(Tutor Marked Assignment)**

**Course Code: MTM-13  
Total Mark: 100**

**Programme: MTM  
Assignment Code: MTM-13/TMA/2016**

**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. "Tourism development is directly related to the life of local residents. Without developing proper understanding with the local residents sustainable tourism cannot be developed". Analyze the statement. 20
  2. Describe the flow chart of "Gap Model of Service Delivery". 20
  3. Discuss the in-house managerial roles and functions of a tour operator. 20
  4. What are the various precautionary measures to be taken while handling inbound tour operations? 20
  5. Write short notes on: 10X2=20
    - (a) Selling tourism through distribution chains
    - (b) Sources of Revenue to a Travel Agency
  6. Write an essay on "Managing Escort Services". 20
  7. Discuss the use of technology in travel and tourism field. 20
  8. Highlight the challenges being faced by the players of tourism industry while developing and sustaining relationships. 20
  9. What is the importance of promotional campaigns in travel and tourism industry. 20
  10. Write short notes on: 10X2=20
    - (a) Front office Accounting
    - (b) Food Service Hygiene.



**MTM-14: TOURIST TRANSPORT MANAGEMENT  
(ROAD TRANSPORT)  
(Tutor Marked Assignment)**

**Course Code: MTM-14**

**Total Marks: 100**

**Assignment Code: MTM-14/TMA/2016**

**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. Discuss the role of Tourist Transport in the growth and promotion of Tourism. 20
2. Enumerate the qualities of a successful Tourist Transport Manager. 20
3. What are the infrastructural requirements for a successful Tourist Transport Business? 20
4. Discuss the role of Indian Tourist Transport Association (ITTA) in promoting the cause of Tourist Transporters in India. 20
5. Discuss the principles of operation management. Describe their relevance to tourist transport management. 20
6. Write short notes on any two the following: 2x 10 = 20
  - i. Customer Care in Tourist Transport Business (Road)
  - ii. Personal Selling in Tourist Transport Business (Road)
  - iii. Leakages in Tourist Transport Business (Road)
7. How do you recruit Coach Drivers for the Tourist Transport Business? What type of training and briefing is required for drivers? 20
8. Why is the knowledge of transport laws and regulations essential for a Manager? 20
9. Discuss the Role of Private Sector in the management of Tourist Transport System. 20
10. Write short notes on the following: 2x10 =20
  - a) Product Designing for Tourist Transport (Road)
  - b) Demand Forecasting for Tourist Transport (Road)
  - c) Market Segmentation for Tourist Transport Business (Road)

**MTM-15: MEETINGS, INCENTIVES, CONFERENCES AND EXPOSITIONS**  
**(Tutor Marked Assignment)**

**Course Code: MTM-15**

**Total Marks: 100**

**Assignment Code: MTM-15/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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- 1) What are the different types of Meeting Planners? Outline the responsibilities of a Meeting Planner. 20
- 2) Describe the role of Conference Centres in the MICE Business. 20
- 3) How does the Show Manager and the Contractor contribute to the smooth functioning of a Trade Fair? 20
- 4) Write short notes on the following: 5x4 =20
  - i) Types of Incentives Organisations
  - ii) Purpose of Exposition
  - ii) On-Spot Management
  - iv) Show Attendees
- 5) Elaborate the areas that would require a special set of planning for MICE. 20
- 6) Explore the potential and advantages of MICE as a means to address the tourism seasonality issues 20
- 7) Identify organisations with good Business travel prospect. Why product knowledge is essential for Business travel dealings? 20
- 8) Enumerate with appropriate examples the role of Hotels and the key players involved in facilitating Business Travel. 20
- 9) Discuss the importance and related issues in Post-Convention Evaluation. 20
- 10) Prepare a detailed checklist for planning an Incentive tour. 20